



2017 EducationUSA Forum Press Schedule

Monday July 31 st		
Time	Title	Description
8:45 - 9:00 am	Opening Plenary	
9:15 - 10:30 am	West and Central Africa: Regional Overview (REPEATED)	With 26 countries covering half of Africa, the West and Central part of the continent has a lot to offer. Students from the region are determined and resilient, and eager to experience the United States. Learn how to attract, enroll, and support students from Africa West & Central.
10:45 - 11:45 am	EducationUSA 101: A Beginner's Guide to EducationUSA	EducationUSA is more than advisers and centers around the world. Learn about services available to you, opportunities to engage, and more about who we are. From websites to REACs to hosting Education Training Institutes, the session will guide you on how to navigate EducationUSA's resources and tools.
10:45 - 11:45 am	Pathways to Inclusion: Recruiting and Supporting Students from Diverse Backgrounds	Attend this session and learn about collaborating with EducationUSA advisers in recruitment of underrepresented groups and how to build programs and services on your campus that appeal to various students including LGBTQ+, students with disabilities, diverse ethnic populations, and other groups.
12:00 - 1:00 pm	Lunch Plenary	

1:15 - 2:15 pm	Engaging International Students Through Virtual Platforms Other Than Social Media	Explore how colleges, universities, and educational institutions use virtual fairs and different technologies to advise, interact with, and recruit international students around the world. This session includes approaches to incorporating online strategies and engaging students in the digital age. Audience members are encouraged to bring examples and insights from their own work to add to the conversation.
1:15 - 2:15 pm	Internationalizing Your Campus: Using International Student Recruitment as Part of Your Strategy	Recruiting international students alone is not sufficient to internationalize a campus, but is an important part. Learn about creating a comprehensive internationalization plan, making institutional policy and procedures inclusive and providing the relevant student and faculty support.
2:30 - 3:45 pm	East and Southern Africa: Regional Overview (REPEATED)	Why East and Southern Africa? Join the discussion and sharing of information about why East and Southern Africa should be an integral part of any recruitment strategy that is focused on diversity and global leadership. The combinations of demographic, economic, technological and higher education demand, capacity and student mobility truly embody a growing and attractive market. However, sub-Saharan Africa is still very much untapped. A regional big picture will be provided, as well as insight into top emerging countries for you to consider in your recruitment strategy.

4:00 - 5:00 pm	EducationUSA's Cohort Advising Model: Recruiting High-Achieving Students for Your Institution	Hear from EducationUSA advisers about their advising cohort models. Learn how these students are prepared to be successful at U.S. colleges and universities. An alumnus of an EducationUSA cohort advising program who is now recruiting international students in the U.S. will discuss the benefits of having participated in a cohort advising program and will share how and why he works with EducationUSA to recruit these talented students.
4:00 - 5:00 pm	University Partnerships: Perspectives on Establishing and Maintaining Dynamic and Sustainable Linkages	This session will provide guidance about the creation and maintenance of institutional partnerships. Topics include curriculum articulation as a pathway for sustainable recruitment, how EducationUSA can serve as a reliable and resourceful liaison between U.S. and international universities, the experience of working on a grant program that supports the establishment of institutional partnerships, and how a national organization works to build sustainable partnerships with HEIs in a variety of countries.
Tuesday, August 1st		
Time	Title	Description
8:15 - 9:15 am	Bright Recruitment Prospects in West and Central Africa	How do students from West and Central Africa overcome barriers to U.S. admissions? EducationUSA advisers highlight approaches that prepare students for U.S. study, and how you can reach these students.

9:30 - 10:45 am	(Skills Lab) Basic Social Media: Developing a Strategy, Goals, and an Editorial Calendar	What makes a strong social media strategy? Learn how to make the case for social media engagement to senior colleagues and how to ensure that your digital presence works for you. This Skills Lab will explore the basics of getting started on social media and will also be a useful refresher for those experiencing challenges. This session is for social media beginners and above.
11:00 - 12:00 noon	Communicating About Campus Safety	Campus safety is an increasing concern for international students and parents. Learn how you can address concerns, and focus on programs and resources available to students.
11:00 - 12:00 noon	Recruiting in Less Common Destinations	Go where (almost) no one has gone before. In this session, advisers and U.S. university representatives will discuss the benefits of recruiting students in remote regions and how to overcome challenges to accessing diverse talent outside traditional recruitment destinations.
12:15 - 1:15 pm	Lunch Plenary	
1:30 - 2:45 pm	West and Central Africa: Regional Overview (REPEATED)	With 26 countries covering half of Africa, the West and Central part of the continent has a lot to offer. Students from the region are determined and resilient, and eager to experience the United States. Learn how to attract, enroll, and support students from Africa West & Central.
3:00 - 4:00 pm	Best Practices for Community Colleges in Outreach, Recruitment, and Emerging Markets	Community Colleges offer great benefits to international students seeking a U.S. higher education, including affordability. Learn how to expand outreach to students and parents overseas, and elevate the perception of community and technical education through strategic marketing and messaging.

3:00 - 4:00 pm	First Semester Transition Course for International Students: Improving Retention and Student Success in the First Year	Come learn about a first-semester transition course designed to build academic skills, which takes a holistic approach to help transition new international students. The course provides students with the support and information they need to be successful. Information about the course content and the reason behind its creation will be shared, as well as student performance data that has been gathered over the past three years the course has been run.
3:30 - 5:30	Global Showcase	
Wednesday, August 2nd		
Time	Title	Description
9:00 - 10:00 am	Recruiting Students for STEM Fields and 21st Century Skills	Learn how to target your recruitment efforts toward STEM students. Panelists will share best practices on identifying, recruiting, and advising students to successfully apply to STEM programs at U.S. higher education institutions.
9:00 - 10:00 am	Conducting Effective Student Orientations	This session will focus on strategies for orientations for international students, both in-country and on-campus, to prepare for travel to the US, teach about U.S. academic culture and campus life, support integration into the local community, and help them have a successful cultural and academic experience.

10:15 - 11:30 am	East and Southern Africa: Regional Overview (REPEATED)	<p>Why East and Southern Africa? Join the discussion and sharing of information about why East and Southern Africa should be an integral part of any recruitment strategy that is focused on diversity and global leadership. The combinations of demographic, economic, technological and higher education demand, capacity and student mobility truly embody a growing and attractive market. However, sub-Saharan Africa is still very much untapped. A regional big picture will be provided, as well as insight into top emerging countries for you to consider in your recruitment strategy.</p>
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